



# Survey Data Findings

## Small Business Index

### Q3 2021

## Ipsos survey on behalf of MetLife – U.S. Chamber of Commerce

Washington, DC, September 14, 2021

These are the findings of an Ipsos poll conducted between July 16 – July 30, 2021. For this survey, a sample of roughly 750 small business owners and operators age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos’ online panel, partner online panel sources, and “river” sampling and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to the study, in drawing sample. Small businesses are defined in this study as companies with fewer than 500 employees that are not sole proprietorships. Ipsos used fixed sample targets, unique to this study, in drawing sample. This sample calibrates respondent characteristics to be representative of the U.S. small business population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 Statistics of U.S. Businesses dataset. The sample drawn for this study reflects fixed sample targets on firmographics. Post-hoc weights were made to the population characteristics on region, industry sector and size of business.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 4.1 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=750, DEFF=1.5, adjusted Confidence Interval=+/-5.6 percentage points).

Starting with the March 2020 survey, small business decision makers are reached via an online survey, in place of the typical phone-based approach. This methodological shift is in response to lower anticipated response rates in dialing owners at their businesses as a result of mandated closures related to the COVID-19 outbreak. While significant changes in data points can largely be attributed to the recent economic environment, switching from a phone to online approach may have also generated a mode effect.

### 1. First, how would you rate the overall health of your business?

	<u>Q3-2019</u>	<u>Q4-2019</u>	<u>Q1-2020</u>	<u>Q2-20* 3/25-28</u>	<u>Q2-20 4/21-28</u>	<u>Q2-20 5/21-27</u>	<u>Q3-20 7/9-16</u>	<u>Q3-20 8/21-27</u>	<u>Q4-2020</u>	<u>Q1-2021</u>	<u>Q2-2021</u>	<u>Q3-2021</u>
Very good	41	43	35	33	24	25	27	25	23	23	23	20
Somewhat good	25	26	30	24	26	28	27	28	27	28	30	35
About average	25	22	25	27	26	29	27	30	30	25	27	25
Somewhat poor	6	6	7	12	17	12	12	12	14	17	15	16
Very poor	3	3	2	3	7	7	6	5	4	7	5	3
Refused	0	0	0	--	--	--	--	--	--	--	--	--
Don't know	0	1	1	1	0	0	0	1	1	0	0	1

\*Beginning in Q2 2020, an online approach was used in place of the typical phone methodology.



## Survey Data Findings – continued –

### 2. How would you rate the overall health of the United States economy?

	<u>Q3- 2019</u>	<u>Q4- 2019</u>	<u>Q1- 2020</u>	<u>Q2-20 3/25-28</u>	<u>Q2-20 4/21-28</u>	<u>Q2-20 5/21-27</u>	<u>Q3-20 7/9-16</u>	<u>Q3-20 8/21-27</u>	<u>Q4- 2020</u>	<u>Q1- 2021</u>	<u>Q2- 2021</u>	<u>Q3 2021</u>
Very good	28	29	29	12	6	6	10	7	7	8	8	7
Somewhat good	30	28	30	13	16	18	18	15	22	13	19	27
About average	25	25	26	20	15	18	15	20	20	19	26	24
Somewhat poor	11	12	9	36	34	39	31	39	37	42	36	31
Very poor	4	4	3	18	29	18	24	19	13	18	10	10
Refused	--	0	0	--	--	--	--	--	--	--	--	--
Don't know	28	2	1	1	1	0	1	0	1	0	1	1

### 3. How would you rate the overall health of the economy in your local area?

	<u>Q3- 2019</u>	<u>Q4- 2019</u>	<u>Q1- 2020</u>	<u>Q2-20 3/25-28</u>	<u>Q2-20 4/21-28</u>	<u>Q2-20 5/21-27</u>	<u>Q3-20 7/9-16</u>	<u>Q3-20 8/21-27</u>	<u>Q4- 2020</u>	<u>Q1- 2021</u>	<u>Q2- 2021</u>	<u>Q3 2021</u>
Very good	27	29	24	13	7	6	11	8	8	11	10	14
Somewhat good	29	30	28	19	18	21	19	19	24	17	23	28
About average	26	25	31	28	25	33	30	35	36	29	36	31
Somewhat poor	12	11	14	28	32	29	29	27	25	31	23	22
Very poor	5	5	3	11	17	10	10	9	8	12	6	5
Refused	--	0	0	--	--	--	--	--	--	--	--	--
Don't know	1	0	0	1	1	0	0	1	0	1	1	1

### 4. Compared to six months ago, does your business see more competition, less competition or about the same level of competition from smaller or local companies?

	<u>Q3- 2019</u>	<u>Q4- 2019</u>	<u>Q1- 2020</u>	<u>Q2-20 3/25-28</u>	<u>Q2-20 4/21-28</u>	<u>Q2-20 5/21-27</u>	<u>Q3-20 7/9-16</u>	<u>Q3-20 8/21-27</u>	<u>Q4- 2020</u>	<u>Q1- 2021</u>	<u>Q2- 2021</u>	<u>Q3 2021</u>
More competition	15	14	14	25	23	21	31	29	26	24	26	26
Less competition	8	6	6	14	24	28	19	24	22	24	20	17
Stayed about the same	74	76	76	57	49	47	47	43	49	49	51	55
Refused	--	1	1	--	--	--	--	--	--	--	--	--
Don't know	4	3	3	4	4	5	3	4	3	2	4	1

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## Survey Data Findings – continued –

### 5. How comfortable are you with your company's current cash flow situation?

	<u>Q3- 2019</u>	<u>Q4- 2019</u>	<u>Q1- 2020</u>	<u>Q2-20 3/25-28</u>	<u>Q2-20 4/21-28</u>	<u>Q2-20 5/21-27</u>	<u>Q3-20 7/9-16</u>	<u>Q3-20 8/21-27</u>	<u>Q4- 2020</u>	<u>Q1- 2021</u>	<u>Q2- 2021</u>	<u>Q3 - 2021</u>
Very comfortable	37	37	28	19	11	18	17	17	17	23	19	20
Somewhat comfortable	44	46	52	40	37	38	38	39	42	38	45	46
Not very comfortable	11	10	11	23	29	25	30	31	26	23	24	25
Not at all comfortable	6	4	6	17	22	18	15	11	14	14	11	9
Refused	1	1	1	--	--	--	--	--	--	--	--	--
Don't know	2	3	2	1	1	1	0	2	1	1	1	--

### 6. For the upcoming year, do you plan to...?

	<u>Q3- 2019</u>	<u>Q4- 2019</u>	<u>Q1- 2020</u>	<u>Q2-20 3/25-28</u>	<u>Q2-20 4/21-28</u>	<u>Q2-20 5/21-27</u>	<u>Q3-20 7/9-16</u>	<u>Q3-20 8/21-27</u>	<u>Q4- 2020</u>	<u>Q1- 2021</u>	<u>Q2- 2021</u>	<u>Q3 - 2021</u>
Increase investment	26	26	29	30	25	27	35	33	31	35	33	29
Invest about as much in the business as you did last year	55	58	52	38	39	36	32	38	38	37	42	48
Reduce investment	12	10	13	15	19	22	18	17	20	18	16	15
Refused	1	1	1	--	--	--	--	--	--	--	--	--
Don't know	6	5	6	16	17	16	14	12	12	9	10	8

### 7. Compared to six months ago, has the time or resources you spend completing licensing, compliance or other government requirements increased, decreased or stayed the same?

	<u>Q3- 2019</u>	<u>Q4- 2019</u>	<u>Q1- 2020</u>	<u>Q2-20 3/25-28</u>	<u>Q2-20 4/21-28</u>	<u>Q2-20 5/21-27</u>	<u>Q3-20 7/9-16</u>	<u>Q3-20 8/21-27</u>	<u>Q4- 2020</u>	<u>Q1- 2021</u>	<u>Q2- 2021</u>	<u>Q3 - 2021</u>
Increased	22	22	21	20	23	21	29	25	28	28	27	30
Decreased	3	3	4	11	16	19	13	15	18	14	14	10
Stayed the same	71	74	73	66	56	58	53	54	51	54	57	58
Refused	0	0	1	--	--	--	--	--	--	--	--	--
Don't know	4	2	2	3	5	2	5	5	3	3	2	2

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## Survey Data Findings – continued –

### 8. Over the past year, would you say you have...?

	<u>Q3-2019</u>	<u>Q4-2019</u>	<u>Q1-2020</u>	<u>Q2-20 3/25-28</u>	<u>Q2-20 4/21-28</u>	<u>Q2-20 5/21-27</u>	<u>Q3-20 7/9-16</u>	<u>Q3-20 8/21-27</u>	<u>Q4-2020</u>	<u>Q1-2021</u>	<u>Q2-2021</u>	<u>Q3-2021</u>
Increased staff	19	20	17	15	14	13	20	15	16	17	18	13
Retained the same size staff	68	66	66	71	67	67	60	64	64	55	57	68
Reduced staff	13	13	16	13	19	18	17	19	18	27	23	17
Refused	0	0	0	--	--	--	--	--	--	--	--	--
Don't know	0	1	0	1	0	1	4	2	1	1	1	2

### 9. In the next year, do you anticipate...?

	<u>Q3-2019</u>	<u>Q4-2019</u>	<u>Q1-2020</u>	<u>Q2-20 3/25-28</u>	<u>Q2-20 4/21-28</u>	<u>Q2-20 5/21-27</u>	<u>Q3-20 7/9-16</u>	<u>Q3-20 8/21-27</u>	<u>Q4-2020</u>	<u>Q1-2021</u>	<u>Q2-2021</u>	<u>Q3-2021</u>
Increasing staff	29	28	30	23	24	23	30	28	27	32	32	28
Retaining the same size staff	65	65	64	60	55	60	53	58	52	49	52	62
Reducing staff	6	6	5	9	13	10	9	9	14	14	11	6
Refused	0	0	0	--	--	--	--	--	--	--	--	--
Don't know	1	1	2	9	7	7	8	5	7	5	4	4

### 10. Looking forward one year, do you expect next year's revenues to increase, decrease or stay the same?

	<u>Q3-2019</u>	<u>Q4-2019</u>	<u>Q1-2020</u>	<u>Q2-20 3/25-28</u>	<u>Q2-20 4/21-28</u>	<u>Q2-20 5/21-27</u>	<u>Q3-20 7/9-16</u>	<u>Q3-20 8/21-27</u>	<u>Q4-2020</u>	<u>Q1-2021</u>	<u>Q2-2021</u>	<u>Q3-2021</u>
Increase	55	58	60	50	47	50	53	52	52	47	57	58
Decrease	8	9	7	19	25	19	18	16	14	14	9	8
Stay the same	35	30	31	23	22	21	22	25	27	32	30	31
Refused	0	0	0	--	--	--	--	--	--	--	--	--
Don't know	1	3	2	8	6	9	6	6	7	7	5	3

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## Survey Data Findings – continued –

### Q3 – 2021 Storyline Questions

11. Which of the following are the biggest challenges facing small business owners coming out of the COVID-19 pandemic?

	<u>Q3 - 2021</u>
Revenue	34
COVID-19 safety protocols/compliance	23
Supply chain issues	19
Inflation costs	19
Lack of applicants for job openings	11
Caring for family	10
Employee well-being/morale	8
Access to credit or a loan	8
Employee retention	7
Low quality of applicatns who applied for job openings	7
Something else	6
Don't know	2

12. In a few words, please explain why you selected the previous as the biggest challenge(s) facing small business owners coming out of the COVID-19 pandemic.

*Open-ended responses provided separately*

13. As the economy recovers from the COVID-19 pandemic, how difficult, if at all, is it for your small business to do the following?

Total Difficult Summary

	<u>Q3 – 2021</u>
Manage higher costs due to inflation	72
Manage disruptions to your business' supply chain	61
Compete with large businesses in your area for talent	57
Compete with other small businesses for talent	52
Recruit and hire enough employees to fill open positions	50
Support your employees' well-being and morale	45
Maintain COVID-19 safety protocols	41

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## Survey Data Findings – continued –

a. Manage disruptions to your business' supply chain

	<u>Q3-2021</u>
Very difficult	23
Somewhat difficult	38
Not too difficult	23
Not att all difficult	14
Don't know	3
<hr/>	
<i>Difficult (Net)</i>	61
<i>Not Difficult (Net)</i>	37

b. Recruit and hire enough employees to fill open positions

	<u>Q3-2021</u>
Very difficult	21
Somewhat difficult	29
Not too difficult	25
Not att all difficult	18
Don't know	8
<hr/>	
<i>Difficult (Net)</i>	50
<i>Not Difficult (Net)</i>	43

c. Manage higher costs due to inflation

	<u>Q3-2021</u>
Very difficult	28
Somewhat difficult	44
Not too difficult	21
Not att all difficult	6
Don't know	1
<hr/>	
<i>Difficult (Net)</i>	72
<i>Not Difficult (Net)</i>	27

d. Compete with other small businesses for talent

	<u>Q3-2021</u>
Very difficult	17
Somewhat difficult	35
Not too difficult	29
Not att all difficult	16
Don't know	4
<hr/>	
<i>Difficult (Net)</i>	52
<i>Not Difficult (Net)</i>	44



## Survey Data Findings – continued –

e. Compete with large businesses in your area for talent

	<u>Q3-2021</u>
Very difficult	25
Somewhat difficult	32
Not too difficult	25
Not att all difficult	13
Don't know	5
<hr/>	
<i>Difficult (Net)</i>	57
<i>Not Difficult (Net)</i>	38

f. Support your employees' well-being and morale

	<u>Q3-2021</u>
Very difficult	14
Somewhat difficult	30
Not too difficult	28
Not att all difficult	23
Don't know	4
<hr/>	
<i>Difficult (Net)</i>	45
<i>Not Difficult (Net)</i>	52

g. Maintain COVID-19 safety protocols

	<u>Q3-2021</u>
Very difficult	15
Somewhat difficult	26
Not too difficult	30
Not att all difficult	29
Don't know	1
<hr/>	
<i>Difficult (Net)</i>	41
<i>Not Difficult (Net)</i>	59



## Survey Data Findings – continued –

### 14. How much do you agree or disagree with the following?

#### Total Agree Summary

	<u>Q3 - 2021</u>
I feel optimistic about the future of my business	79
<b>[SPLIT SAMPLE, N=375]</b> My small business feels like a family, and that environment has helped me retain employees	77
Rising prices have had a significant impact on my business in the past year	73
<b>[SPLIT SAMPLE, N=375]</b> My small business feels like a family, and that environment has helped me successfully recruit applicants for job openings	63
My business' supply chain has been dramatically disrupted or affected by the COVID-19 pandemic	62
I am struggling with my work-life balance	52
I am struggling to spend enough time with family outside of work	51
I'm having a difficult time finding qualified applicants for job openings at my business	49
I feel I have a harder time maintaining a good work-life balance than <b>[IF RESPONDENT IS FEMALE: men] [IF RESPONDENT IS MALE: women]</b> in my position	46
I have considered closing my business in the past year	43

#### a. I am struggling with my work-life balance

	<u>Q3-2021</u>
Strongly agree	20
Somewhat agree	33
Somewhat disagree	29
Strongly disagree	19
Don't know	--
<hr/>	
<i>Agree (Net)</i>	52
<i>Disagree (Net)</i>	47

#### b. I am struggling to spend enough time with family outside of work

	<u>Q3-2021</u>
Strongly agree	18
Somewhat agree	33
Somewhat disagree	27
Strongly disagree	22
Don't know	1
<hr/>	
<i>Agree (Net)</i>	51
<i>Disagree (Net)</i>	49





## Survey Data Findings – continued –

- c. I feel I have a harder time maintaining a good work-life balance than **[IF RESPONDENT IS FEMALE: men] [IF RESPONDENT IS MALE: women]** in my position

	<u>Q3-2021</u>
Strongly agree	20
Somewhat agree	27
Somewhat disagree	25
Strongly disagree	24
Don't know	5
<hr/>	
<i>Agree (Net)</i>	46
<i>Disagree (Net)</i>	48

- d. I'm having a difficult time finding qualified applicants for job openings at my business

	<u>Q3-2021</u>
Strongly agree	21
Somewhat agree	29
Somewhat disagree	23
Strongly disagree	20
Don't know	8
<hr/>	
<i>Agree (Net)</i>	49
<i>Disagree (Net)</i>	43

- e. My business' supply chain has been dramatically disrupted or affected by the COVID-19 pandemic

	<u>Q3-2021</u>
Strongly agree	21
Somewhat agree	41
Somewhat disagree	21
Strongly disagree	17
Don't know	1
<hr/>	
<i>Agree (Net)</i>	62
<i>Disagree (Net)</i>	38



## Survey Data Findings – continued –

- f. **[SPLIT SAMPLE, N=375]** My small business feels like a family, and that environment has helped me retain employees

	<u>Q3-2021</u>
Strongly agree	35
Somewhat agree	42
Somewhat disagree	12
Strongly disagree	6
Don't know	5
<hr/>	
<i>Agree (Net)</i>	77
<i>Disagree (Net)</i>	18

- g. **[SPLIT SAMPLE, N=375]** My small business feels like a family, and that environment has helped me successfully recruit applicants for job openings

	<u>Q3-2021</u>
Strongly agree	30
Somewhat agree	33
Somewhat disagree	21
Strongly disagree	7
Don't know	10
<hr/>	
<i>Agree (Net)</i>	63
<i>Disagree (Net)</i>	28

- h. Rising prices have had a significant impact on my business in the past year

	<u>Q3-2021</u>
Strongly agree	29
Somewhat agree	45
Somewhat disagree	18
Strongly disagree	8
Don't know	--
<hr/>	
<i>Agree (Net)</i>	73
<i>Disagree (Net)</i>	26



## Survey Data Findings – continued –

- i. I have considered closing my business in the past year

	<u>Q3-2021</u>
Strongly agree	20
Somewhat agree	23
Somewhat disagree	18
Strongly disagree	37
Don't know	2
<hr/>	
<i>Agree (Net)</i>	43
<i>Disagree (Net)</i>	55

- j. I feel optimistic about the future of my business

	<u>Q3-2021</u>
Strongly agree	34
Somewhat agree	45
Somewhat disagree	15
Strongly disagree	5
Don't know	1
<hr/>	
<i>Agree (Net)</i>	79
<i>Disagree (Net)</i>	20

15. Have you personally seen a difference in the number of men, or the number of women, leaving your business since the COVID-19 pandemic began in March of 2020?

	<u>Q3-2021</u>
Yes, more men have quit or left	12
Yes, more women have quit or left	13
No, roughly equal numbers of men and women have quit or left	58
Don't know	17



## Survey Data Findings – continued –

16. [IF AGREE TO 'RISING PRICES HAVE HAD A SIGNIFICANT IMPACT...'] Over the past year, where in your business have you seen the impact of rising prices the most?

	<u>Q3-2021</u>
The costs of goods or supplies	60
The costs of utilities or fuel	41
Rent for retail, commercial, or office space	21
Employee medical insurance coverage plans	19
Employee wages	18
Your own medical insurance rates (not for employees)	15
Other	2
Don't know	2

17. Do any of the following describe the owner(s) of this business? Please select ALL that apply.

### Yes Summary

	<u>Q3-2021</u>
White or Caucasian	76
Black or African American	19
Asian or Pacific Islander	14
Native American	13
Hispanic or Latino	12
LGBTQIA	10
Other racial minority	5
Indian	4

18. Do you agree or disagree with the following statements?

### Agree Summary

	<u>Q1 - 2020</u>	<u>Q3 - 2021</u>
Hiring racially diverse candidates is beneficial for my business	65	71
More businesses should focus on hiring racially diverse employees	64	71
There should be more formal workplace trainings or programs to support racially diverse employees	62	69
There are plenty of business and investment opportunities available for minorities	64	68
Minority-owned small businesses face more challenges than non-minority-owned businesses	52	66

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## Survey Data Findings – continued –

- a. Minority-owned small businesses face more challenges than non-minority-owned businesses

	<u>Q1 2020</u>	<u>Q3-2021</u>
Strongly agree	25	23
Somewhat agree	27	43
Somewhat disagree	21	24
Strongly disagree	17	10
Don't know	11	--
<hr/>		
<i>Agree (Net)</i>	52	66
<i>Disagree (Net)</i>	38	34

- b. There are plenty of business and investment opportunities available for minorities

	<u>Q1 2020</u>	<u>Q3-2021</u>
Strongly agree	24	22
Somewhat agree	39	46
Somewhat disagree	14	26
Strongly disagree	10	5
Don't know	12	--
<hr/>		
<i>Agree (Net)</i>	64	68
<i>Disagree (Net)</i>	24	32

- c. Hiring racially diverse candidates is beneficial for my business

	<u>Q1 2020</u>	<u>Q3-2021</u>
Strongly agree	32	25
Somewhat agree	33	46
Somewhat disagree	12	20
Strongly disagree	8	9
Don't know	15	--
<hr/>		
<i>Agree (Net)</i>	65	71
<i>Disagree (Net)</i>	20	29



## Survey Data Findings – continued –

d. More businesses should focus on hiring racially diverse employees

	<u>Q1 2020</u>	<u>Q3-2021</u>
Strongly agree	29	25
Somewhat agree	36	46
Somewhat disagree	15	19
Strongly disagree	10	10
Don't know	11	--
<i>Agree (Net)</i>	<i>64</i>	<i>71</i>
<i>Disagree (Net)</i>	<i>25</i>	<i>29</i>

e. There should be more formal workplace trainings or programs to support racially diverse employees

	<u>Q1 2020</u>	<u>Q3-2021</u>
Strongly agree	30	23
Somewhat agree	32	46
Somewhat disagree	19	20
Strongly disagree	9	11
Don't know	11	--
<i>Agree (Net)</i>	<i>62</i>	<i>69</i>
<i>Disagree (Net)</i>	<i>27</i>	<i>31</i>

19. [ASK ONLY IF Q17= “BLACK OR AFRICAN AMERICAN” OR “HISPANIC OR LATINO” OR “ASIAN OR PACIFIC ISLANDER” OR “NATIVE AMERICAN” OR “INDIAN” OR “OTHER RACIAL MINORITY” OR “LGBTQIA”] Do you agree or disagree with the following statements?

Agree Summary

	<u>Q1 2020</u>	<u>Q3 - 2021</u>
I am aware of what benefits are available for minority-owned business owners	38	64
Being a minority has not affected my ability to access credit	--	64
Being a minority has been beneficial for my business	26	62
There are adequate minority-specific resources for small business owners	35	62
It is difficult to find and build a relationship with a mentor who looks like me	29	55
There is easy access to opportunities for obtaining government contracts as a minority-owned business	26	52



## Survey Data Findings – continued –

a. Being a minority has been beneficial for my business

	<u>Q1 2020</u>	<u>Q3-2021</u>
Strongly agree	10	22
Somewhat agree	16	40
Somewhat disagree	25	33
Strongly disagree	17	5
Don't know	31	--
<hr/>		
<i>Agree (Net)</i>	26	62
<i>Disagree (Net)</i>	43	38

b. I am aware of what benefits are available for minority-owned business owners

	<u>Q1 2020</u>	<u>Q3-2021</u>
Strongly agree	12	17
Somewhat agree	26	47
Somewhat disagree	16	30
Strongly disagree	19	6
Don't know	27	--
<hr/>		
<i>Agree (Net)</i>	38	64
<i>Disagree (Net)</i>	35	36

c. Being a minority has not affected my ability to access credit

	<u>Q3-2021</u>
Strongly agree	19
Somewhat agree	46
Somewhat disagree	30
Strongly disagree	6
Don't know	--
<hr/>	
<i>Agree (Net)</i>	64
<i>Disagree (Net)</i>	36



## Survey Data Findings – continued –

- d. There are adequate minority-specific resources for small business owners

	<u>Q1 2020</u>	<u>Q3-2021</u>
Strongly agree	7	18
Somewhat agree	28	44
Somewhat disagree	21	34
Strongly disagree	16	4
Don't know	29	--
<hr/>		
<i>Agree (Net)</i>	35	62
<i>Disagree (Net)</i>	36	38

- e. There is easy access to opportunities for obtaining government contracts as a minority-owned business

	<u>Q1 2020</u>	<u>Q3-2021</u>
Strongly agree	8	15
Somewhat agree	18	37
Somewhat disagree	20	44
Strongly disagree	22	4
Don't know	32	--
<hr/>		
<i>Agree (Net)</i>	26	52
<i>Disagree (Net)</i>	42	48

- f. It is difficult to find and build a relationship with a mentor who looks like me

	<u>Q1 2020</u>	<u>Q3-2021</u>
Strongly agree	14	16
Somewhat agree	15	39
Somewhat disagree	21	31
Strongly disagree	26	14
Don't know	25	--
<hr/>		
<i>Agree (Net)</i>	29	55
<i>Disagree (Net)</i>	46	45





## Survey Data Findings – continued –

20. Are you...? Select all that apply.

	<u>Q3-2021</u>
A parent of a child ages 0-18 years old	35
A caregiver (for a spouse, elderly parent, family member, etc.)	22
Neither of these	47

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## Survey Data Findings – continued –

### About Ipsos

Ipsos is a global independent Insights and Analytics company. Our team of 18,000 across 90 countries serves 5,000 clients and undertakes 70,000 different projects each year. Our polling practice is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

As a global research and insights organization, Ipsos aims to make our changing world easier and faster to navigate and to inspire our clients to make smarter decisions. We are committed to driving the industry with innovative, best-in-class research techniques that are meaningful in today's connected society. We deliver research with security, speed, simplicity, and substance. Our tagline "Game Changers" summarizes our ambition.

Our broad range of industry experts offer an intimate understanding of people, markets, brands and society. Whether testing communications content, bringing concepts to market, assessing customer experience, or gauging public opinion, Ipsos strives to identify and offer the right solutions to our client's specific challenges.

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#### GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.

We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.

We deliver with security, speed, simplicity and substance. We are Game Changers.

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